

a portfolio
of
NU-WOOD
interiors

some new...
some
remodeled...



Backgrounds of Beauty...

are so easy with **NU-WOOD*** pre-decorated finish...

completely flexible for individual design

in modern or traditional interiors...

adaptable to new homes or old...economical

simple to install...with special

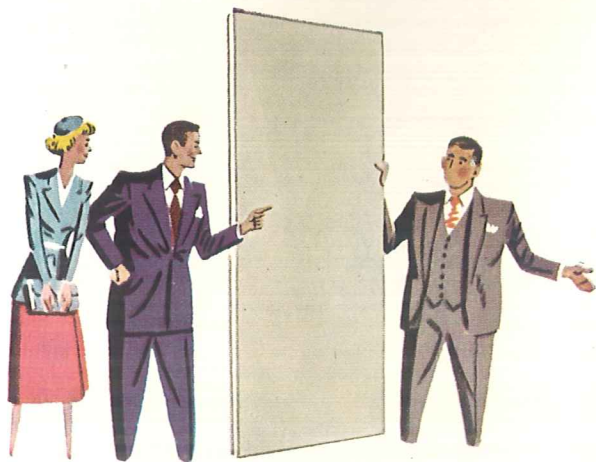
insulating, acoustical bonuses.....

NU-WOOD* is made of clean, new wood separated into individual fibers, then formed into a strong board one-half inch thick. It has a pleasing textured surface, and is pre-decorated in Sta-Lite and Kolor-Fast colors. (You don't have to paint it. Install it and move right in!) Nu-Wood is packaged in Tile, Plank and Panel sizes.

***BUT...** let's take
a walk through these
actual interiors to see how
charming decoration
can be with
NU-WOOD...*

ALL OVER the country, architects, interior decorators and homemakers have selected Nu-Wood for distinctive walls and ceilings. Whether you are remodeling or building new, the following interiors are packed with ideas to help you in decoration, to show you how Nu-Wood—the insulating, acoustical, decorating material—can solve your problems, with an eye on the budget, too.





Here's old-time charm . . .

a room

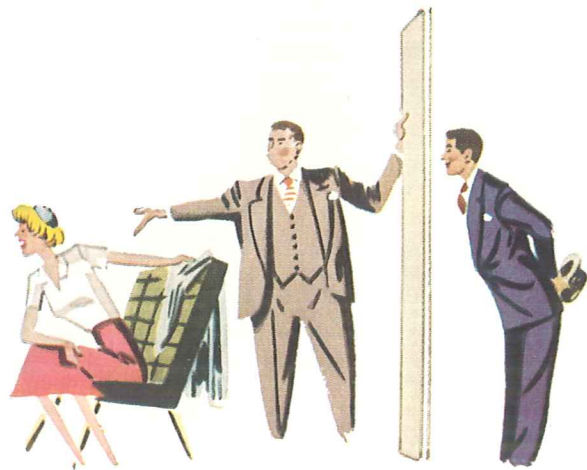
remodeled with pre-decorated **NU-WOOD** *Shadow-Line* Panels

WARM AS A glowing hearth is the at-homeness of traditional furnishings. Every little detail in this living room contributes to the mood . . . touches of brass, cherished old china, and walls of Nu-Wood Panels scored to give the Colonial feeling of early wide planking. This center scoring, done right on the job, matches perfectly the *Shadow-Line* beveled edges of the panel joinings. The decorative vertical lines lend height and design to the room. For the ceiling, long lengths of Nu-Wood Panel were chosen, meeting with a neat *Shadow-Line* bevel, too. The Sta-Lite white finish (and it does stay light and clean) gives full play to the colors in furnishings and accessories.

A house that has been lived in can look it as time goes by . . . and possessions with a heritage deserve a cared-for background. These fresh Nu-Wood walls and ceilings were applied easily and economically right over cracked plaster surfaces. No painting, no muss, no fuss, with pre-decorated Nu-Wood. Result . . . a room with old-time flavor, but still spanking new.



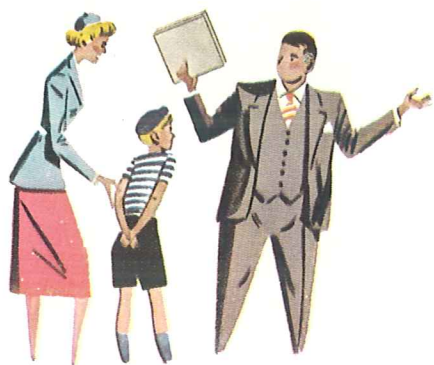




*.....and here's
modern design*

in a new home with **NU-WOOD** Plank

IN THIS dramatic room, Nu-Wood pre-decorated Plank was chosen as a ceiling material from the very first blueprint . . . for modern decoration grows naturally out of interesting combinations of shapes, textures and colors. Here the Plank joinings with scored borders are designed to carry eyes right to the center of interest, the fireplace. Molding strips frankly exaggerate the ceiling slope, and the resulting oblong pattern is repeated in the bricks. Sta-Lite color sets off the bold modern colors and the polished walnut walls . . . catches the natural light and distributes a soft interior glow. Despite the high ceiling and generous window area, Nu-Wood's insulating qualities help to keep this room cozily warm. Nu-Wood Plank is used effectively on walls, too . . . vertically for a wood-paneled traditional look, horizontally for modern rooms.



In a boy's bedroom ...remodeled

WHAT BOY doesn't want a room of his own? ... like this one converted inexpensively from an upstairs storeroom. Natural knotty pine and Nu-Wood Tile in Sta-Lite finish reflect the light—whether sunshine or midnight oil—for healthy overall illumination. There's plenty of closet space and room for rumpus, too. Boys *can* be noisy. Let the acoustical properties of a Nu-Wood ceiling absorb the sounds of fun.



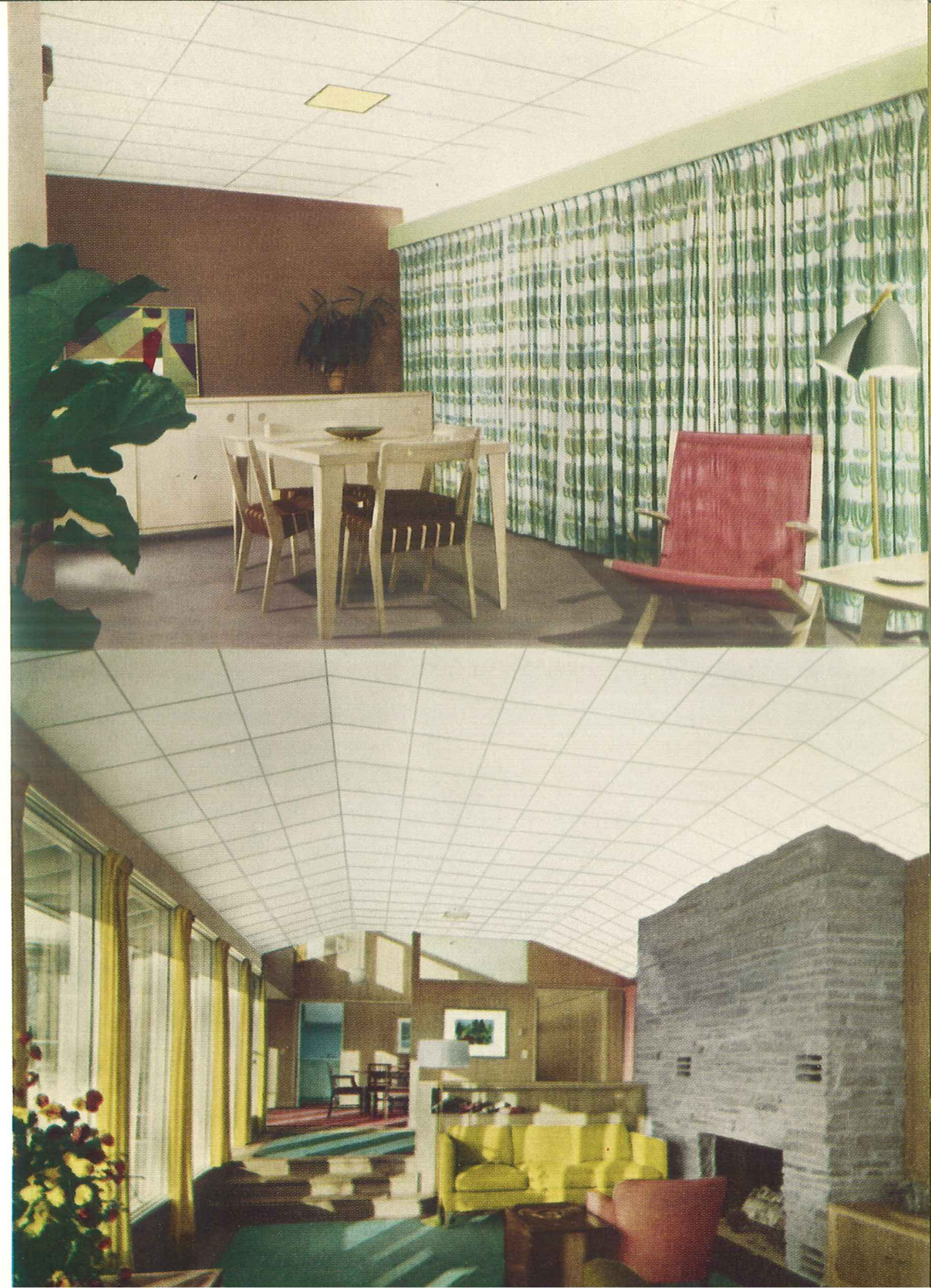
In a modern dining room...*new*

PERFECT setting for hospitality—colorful walls and fabrics contrasting with an off-white ceiling of Nu-Wood Tile. Cove lighting over the draperies is picked up by the Sta-Lite finish and reflected gently overhead to create a soft, flattering glow. Nu-Wood hushes the sounds of serving, allows cross-table conversation, aids in quiet gracious dining.

Versatility
with **NU-WOOD** *Tile!*

In a solar sitting room...*new*

NU-WOOD can be adapted to any room shape, odd or even, and is easily cut to fit around bothersome projections. Note how neatly Tile finishes this unusual ceiling, how it merges with the rough fireplace stone. Non-glaring Sta-Lite color is particularly suited to sun-rooms . . . and adds the important qualities of Nu-Wood insulation.







BEFORE . . . A typical attic with needed living space going to waste. Let's see how Nu-Wood Room Magic changed an *Ugly Duckling* to a *Beautiful Swan*.

AFTER . . . What teen-ager wouldn't be proud to have a room of her own like this? Nu-Wood Sta-Lite Plank on the ceiling, and Kolor-Fast Planking for the sidewalls quickly made the amazing change. (Of course, Balsam-Wool Sealed Insulation was applied to the framing members during room construction.) A cozy recess was built for the bed, which can be pulled out when friends stay overnight. The study corner desk is hinged to fold-up out of the way, yet is instantly available.

It's easy to remodel . . . with **NU-WOOD**

THERE'S NO WAITING for paint or plaster to dry when you choose pre-decorated Nu-Wood as an Interior Finish. You can move right in as soon as it is put up. Its economy, in the material itself, and the ease of application, enables you to have that extra room you've always dreamed of, as well as the redecoration that keeps the house fresh and up-to-date.

Family expanding? Need a nursery, a playroom, a den of your own? Look to your attic, basement, side porches for extra space that can serve year 'round with Nu-Wood remodeling. Nu-Wood goes up fast, builds partitions and covers old walls and ceilings with no muss or fuss. You get extra bonuses in added insulation and sound absorption with Nu-Wood—a triple job of decorating, insulating and curbing noise, at a budget price.

Nu-Wood, plus Balsam-Wool Sealed Insulation, make a wonderful remodeling team. Smart home makers start remodeling with Balsam-Wool insulation to protect against winter cold and summer heat—then Nu-Wood is applied to the walls and ceilings to make a beautifully new room that can actually pay for itself. Thousands of families are discovering that Balsam-Wool's fuel savings can pay for home remodeling. *Why not put the Nu-Wood and Balsam-Wool System to work in your home—now?*

Nothing is impossible ... with **NU-WOOD**

Problem rooms become favorite rooms just like that!



BEFORE . . . A big bedroom to be sure, but hard to heat and not very useful. What could Nu-Wood Room Magic do here?

AFTER . . . Barn-like bedroom splits in two. Chilly, old-fashion room gives way to magical Nu-Wood transformation. Presto . . . two wonderfully attractive rooms, and easy on the budget too. Nu-Wood Sta-Lite Tile was used for the ceiling, with Kolor-Fast Variegated Tile for the sidewalls along with Lok-Panels.





All through the house...

use **NU-WOOD**

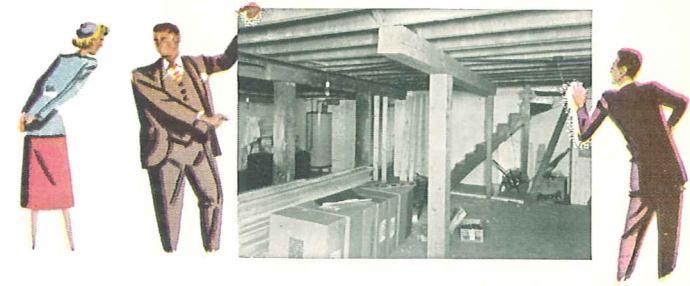
A BEAUTIFUL entrance is like a welcoming smile from the hostess. Fresh as a Cape Cod breeze is the one on the right. Against a background of Nu-Wood Sta-Lite Shadow-Line panels, it derives its charm from thoughtful touches... flowers, colorful curtains, cut-glass cruets. Even the painted chest carries out the motif of Colonial planking.





More room to play...

use **NU-WOOD**



BEFORE... A basement grim and stark...

AFTER... A real family activity room... thanks to Nu-Wood. Imagine, a place for every member of the family to relax and have fun—home movies, a ping pong game, a hobby corner. Nu-Wood Sta-Lite Tile was used on the ceiling, with Sta-Lite Board and Tan Plank for the walls to create a shipside atmosphere. Nu-Wood is the ideal material for recreation rooms because it provides extra insulation, absorbs noise, and doesn't need a bit of painting.



FUN ROOM... retrieved from wasted space shown at right above. Nu-Wood Sta-Lite Tile ceiling brightens this basement room, quiets party noises. Kolor-Fast Variegated Tile, together with natural wood planking make for an interesting wall treatment. Closets conceal gas and water meters.

The **NU-WOOD** Family

... includes insulating structural materials as well as
the pre-decorated interior finish

NU-WOOD interior finish decorates, insulates and hushes noise—all in one product, at one low cost, and with one simple installation. Three basic shapes, Tile, Plank and Panel, allow limitless possibilities in design for both modern and traditional interiors. Nu-Wood can be applied by its exclusive clip system, or by Adhestik, or by nailing—over practically any surface. The ease of cutting and fitting this material makes it ideal for rooms of unusual shape. The one-half inch of Nu-Wood stops as much heat as six layers of plaster board, five inches of plaster, seven and one-half inches of common brick or nineteen inches of stone.



*Interior **NU-WOOD** goes with
any color scheme*

IT COMES pre-finished in a clean off-white and in warm fade-proof colors. For light-giving ceilings and crisp-looking rooms, choose Sta-Lite—the white that grows whiter with time.

Use non-fading Kolor-Fast for interiors that are cheering and easy to live with. Kolor-Fast Tan is a neutral sand shade. Kolor-Fast Variegated is a balanced blending of tawny tones that gives pattern to Tile and Plank designs. If desired, Nu-Wood's gently textured matte surface can be painted to match any color scheme.

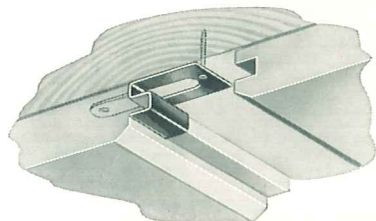
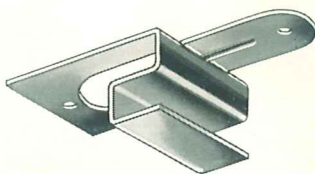
Top: Nu-Wood Kolor-Fast

Bottom: Nu-Wood Sta-Lite

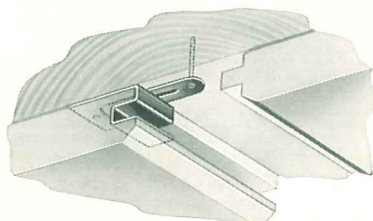
Nu-Wood is made from clean, new wood fibers, scientifically processed by THE WOOD CONVERSION COMPANY. A product of WEYERHAEUSER—the world's greatest name in forest products.

Concealed nailing with **NU-WOOD** Clips

An exclusive clip for tongue-and-groove joinings makes Nu-Wood easy to install and neat results assured. The clip application compensates for imperfect ceilings to give a finished level. Reversible feature of clip permits installation to start at any point on ceiling or wall.



Clip fitted over tongue. Tile can be adjusted to make perfect alignment.



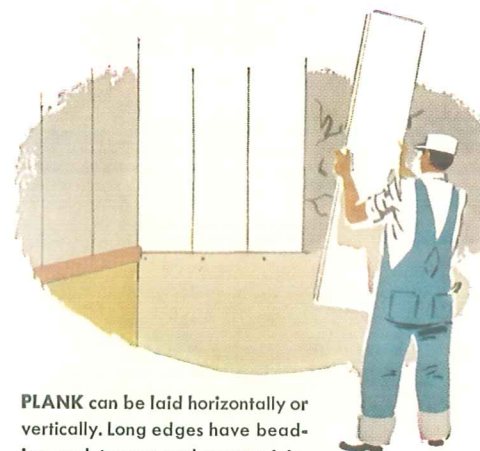
Clip reversed, fitting into groove. Placement can proceed from any side.



TILE has tongue-and-groove joinings on all four sides, is easily installed with Nu-Wood clips or Adhestik. Choice of sizes and color.



PANELS are largest Nu-Wood shape. All 4 ft. wide, in lengths from 6 ft. to 12 ft., with distinctive Shadow-Line edge.

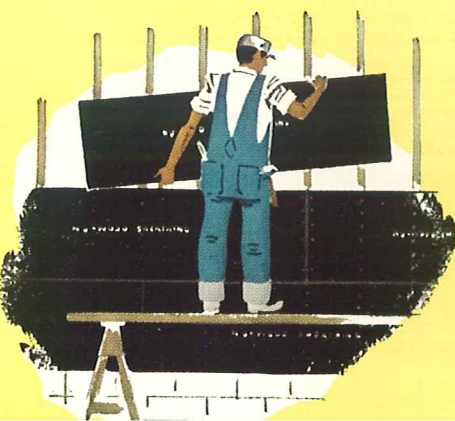


PLANK can be laid horizontally or vertically. Long edges have beading and tongue-and-groove joinings. May be applied with clips or Adhestik.



BALSAM-WOOL

A sealed insulating blanket that keeps your house warm in winter, cool in summer. It saves enough in heat loss, and thus fuel bills to pay for itself. In fact, in cold climates, a partnership of Balsam-Wool and Nu-Wood will earn its keep—and give you redecoration free! Completely sealed insulation is the secret—two tough asphalt-coated coverings keep out wind, a vapor barrier bars moisture, and blanket flanges insure snug fit. You are truly tucked into your house with Balsam-Wool insulation!



NU-WOOD INSULATING SHEATHING . . . a building material to be used under the exterior finish of your home. Asphalt impregnated to protect against moisture . . . windproof application.



NU-WOOD INSULATING LATH . . . a smooth base for a plaster wall. Quickly and economically applied. It insulates, eliminates streaks caused by heat leakage, helps prevent plaster cracks.





NU-WOOD

means good business, too!

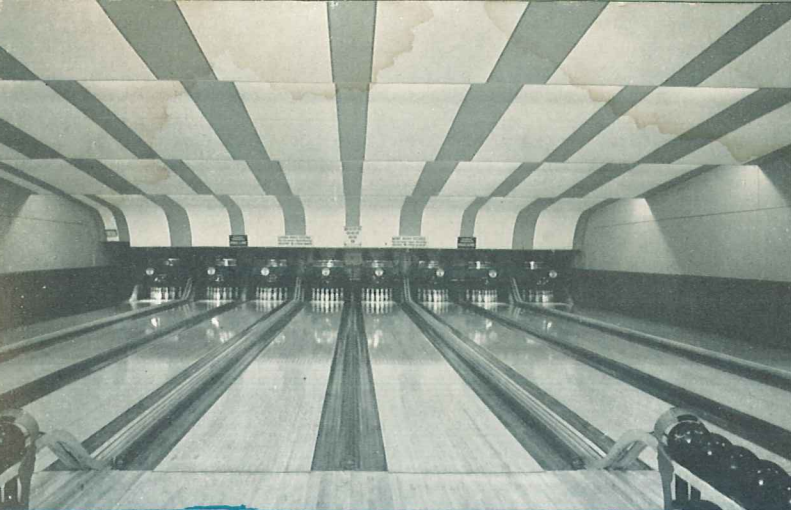


STORES, OFFICES, any business locale can be as smart as the homes of the men who manage them. Restful, beautiful surroundings are an invitation for customer or client to return. Handsome offices reflect the taste and wise management of a good businessman.

In a church, school, doctor's and lawyer's office, a quiet mood is important for calm communication. An enjoyable sound level is a plus in pleasure at theaters, restaurants and sports centers. And attractive working conditions anywhere mean more satisfied and efficient personnel. Nu-Wood quiets as it decorates. Nu-Wood insulates as it decorates.

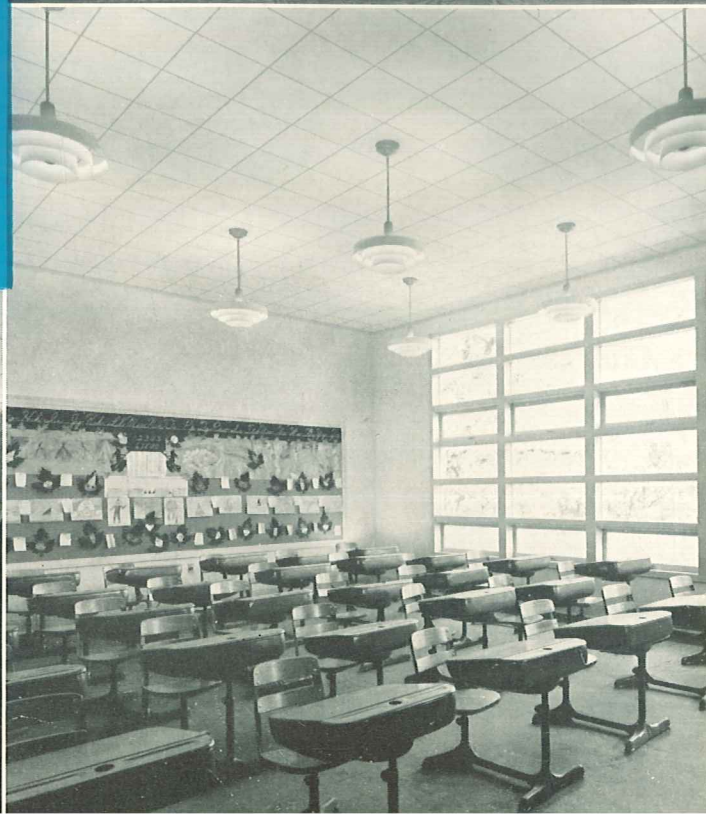
There's no need to close up shop when remodeling with pre-decorated Nu-Wood. Quick and easy application permits business to go on as usual—with no costly delays and muss.

The smart businessman knows he has to balance his improvement costs against his budget. A talk with the Nu-Wood dealer will prove how economically this modern material can be purchased and installed—in old quarters or new.



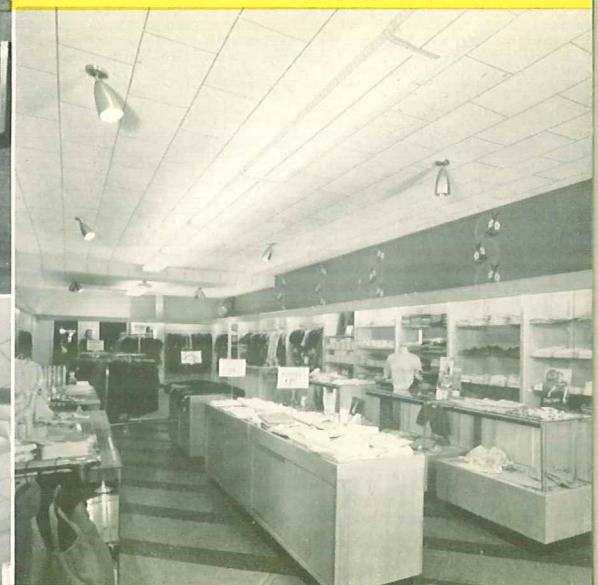
BOWLING ALLEY... Decorative Nu-Wood on ceiling carries eyes directly to pins, helps make each alley a separate sporting center, cuts down adjacent noise. Congenial conversation is possible ... means more fun, longer-staying customers.

RESTAURANT... For an atmosphere that makes regular customers out of casual ones, decorate with Nu-Wood. It makes possible a private island of enjoyment in the midst of a crowd—important to gracious dining, to after-dinner relaxation.



CHURCH... Nu-Wood cuts down echoes, makes speech more audible, choral music more impressive, muffles congregation distractions.

DRESS SHOP... A woman is in the mood for beauty when she shops for new clothes. Nu-Wood Sta-Lite Tile, plus new light fixtures, added new beauty at low cost for this shop.



SCHOOL... There's better concentration in a schoolroom with a Nu-Wood ceiling ... distracting noises are hushed; light-reflecting Sta-Lite creates an even illumination, easy on young eyes. Nu-Wood's insulating qualities mean cooler classrooms on warm days, easier-to-heat rooms on cold days.

NU-WOOD

THE DECORATIVE, INSULATING, ACOUSTICAL INTERIOR FINISH

Pre-decorated Tile, Plank and Panels in Sta-Lite and Kolor-Fast finishes
for home and non-residential interiors

OTHER WOOD CONVERSION PRODUCTS

SHEATHING—A sturdy board that adds structural strength as it insulates.

TUFFLEX—An insulating underliner for exterior walls when applying new siding or shingles.

INSULATING LATH—
For better plaster walls; insulates for greater fuel savings.

BALSAM-WOOL Sealed Insulation. Outstanding blanket insulation for over quarter of a century; preferred by experts 2 to 1 over all other brands!

WEYERHAEUSER PRODUCTS

WOOD CONVERSION COMPANY, ST. PAUL 1, MINNESOTA

THE ROBERTSON LUMBER CO.

